CLAIMS

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1. A catalyst substrate for use with a catalytic converter, comprising:

a catalyst substrate material comprising an inlet, an outlet, an opening for the passage of exhaust gas therethrough, and comprising a catalyst and zirconium phosphate.

- 2. The catalyst substrate of Claim 1, wherein said zirconium phosphate is a layer disposed on at least part of said catalyst substrate material.
- A catalytic converter, comprising:

 a catalyst substrate comprising a catalyst and zirconium

a shell having an opening for the passage of exhaust gas
therethrough, wherein said shell is concentrically disposed around said catalyst substrate; and

a mat support material disposed between said catalyst substrate and said shell, and concentrically around said catalyst substrate.

- 4. The catalytic converter of Claim 3, wherein said zirconium phosphate is a layer on at least part of the catalyst substrate.
- 5. The catalytic converter of Claim 3, further comprising an exhaust system component secured to at least one end of said shell.
- 6. The catalytic converter of Claim 5, wherein said exhaust system component is selected from the group consisting of an endcone, an endplate, an exhaust manifold assembly, an exhaust pipe, a connecting pipe, a mounting flange, and combinations comprising at least one of the foregoing components.

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7. A method for manufacturing a catalytic converter, comprising:

forming a catalyst substrate comprising a catalyst and zirconium phosphate;

disposing concentrically said catalyst substrate in a shell having an opening;

disposing concentrically a mat support material between said catalyst substrate and said shell, and around said catalyst substrate; and securing an exhaust system component to at least one end of said shell.

- 8. The method of Claim 7, wherein said forming a catalyst substrate further comprises applying a layer of zirconium phosphate to said catalyst substrate.
- 9. The method of Claim 8, wherein said applying further comprises a method selected from the group consisting of wash coating, imbibing, impregnating, physisorbing, chemisorbing, precipitation, dipping, and combinations comprising at least one of the foregoing methods.
- 10. The method of Claim 8, wherein said applying further comprises reacting zirconium metal with phosphoric acid to form a solution, and dipping said catalyst substrate into said solution.
- 11. A method for manufacturing a catalyst substrate for use with a catalytic converter, comprising:

forming a catalyst substrate comprising a catalyst; and applying zirconium phosphate to said catalyst substrate.

12. The method of Claim 11, wherein said applying further comprises applying a layer of zirconium phosphate to said catalyst substrate.

- 13. The method of Claim 12, wherein said applying further comprises a method selected from the group consisting of wash coating, imbibing, impregnating, physisorbing, chemisorbing, precipitation, dipping, and combinations comprising at least one of the foregoing.
- 14. The method of Claim 12, wherein said applying further comprises reacting zirconium metal with phosphoric acid to form a solution, and dipping said catalyst substrate into said solution.